Whitman COIN SUPPLY MERCHANDISER

WORLD'S LEADING NUMISMATIC SUPPLIER

AUGUST-SEPTEMBER, 1962 RACINE, WISCONSIN VOL. 3, NO. 4

R. S. YEOMAN

WHAT'S THE DIFFERENCE?

I was invited to join a lively monthly sales meeting at National Model Distributors in Chicago on June 16. The session was attended by twenty-five enthusiastic salesmen with dynamic Al G. Davis in charge of proceedings.

My business experience, it must be noted, includes very few speeches, much less to groups of sales representatives. As it turned out, the affair was actually an informal discussion during which new WHITMAN items were shown and explained. I must confess that I probably learned as much from their intelligent questions as they did from my answers. It was a truly refreshing experience for me, a fact which can be easily understood when it is realized that our division of WHITMAN PUBLISHING COMPANY has no salesmen, but relies heavily on the "Merchandiser" to tell our story every two months. We constantly remind ourselves of the fact that the individual jobber and his salesmen are our only articulate channel to the retailer.

A question about our coin books, which probably is causing some confusion to many, was asked at the National Distributors gathering. It is: What is the difference between the HANDBOOK (Blue Book) and the GUIDE BOOK (Red Book)? I gave the following reply: If a collector decided to dispose of his collection, he would have a choice of selling it to a dealer at wholesale at so-called premium prices, which would involve the HANDBOOK (Blue Book); or he would sell his coins to other collectors, which would make him a temporary dealer. He would be obliged to use retail or standard prices and thus would refer to the GUIDE BOOK (Red Book).

The above would be a special situation. Actually, the books are used in many ways to further the hobby, but the example demonstrates the basic difference.

Are there any other questions?

R. S. Yeoman

R. S. Yeoman
Vice-President and
General Manager
Coin Supply Division

PLASTI-CLAD SERIES NOW DISCONTINUED

August 1 will mark the end of the well-known Plasti-Clad series of coin holders. After that date they will be removed from our inventory and will no longer be available.

During the past two months jobbers have been advised that they could equalize their inventory from the remaining stock and thus keep the series current for some time longer. The decision to discontinue this fine quality line is based on the necessity to concentrate on more popular series, the Bookshelf line in particular. Increased production costs would add to the price of the Plasti-Clad series. Only an increased production would permit holding the present price. It was, therefore, decided to terminate the series.

We would suggest an immediate check of your inventory so you can order a quantity of plastic cases to match the number of cards on hand. It would also be wise to balance your stock of various styles and order a sufficient number of polyethylene pouches to match your inventory.

COMING SOON MARK ✓ YOUR CALENDAR

"HANDBOOK OF U. S. COINS, 20th edition by R. S. Yeoman—this book has been completely revised and all prices have been adjusted to be more in line with the realistic present-day market values. It will be ready for delivery October 1.

"A CATALOG OF MODERN WORLD COINS, 5th edition by R. S. Yeoman—our inventory of this book is depleted and the new edition will be ready for release before the end of this year.

HOST OF NEW PRODUCTS SLATED FOR IMMEDIATE RELEASE

A STORAGE BOX MADE OF PLASTIC

Collectors have long been plagued with the lack of a suitable storage box for their coins. In earlier years the wooden cigar box seemed to have been the preferred method for storing coins. Recently a rash of many different styles of custom-made boxes has appeared on the market. These are usually constructed of metal, cardboard or wood and, for the most part, have been quite practical, though not always convenient. Standard holders originally intended for 2″ x 2″ Kodachrome slides have also been found to be a convenient method of storing 2″ x 2″ coin envelopes and holders.

Now WHITMAN has designed a plastic box tailored to the needs of collectors. It is constructed of rigid and durable polystyrene plastic which has no harmful effect on the coins stored therein. It is an attractive blue color and will hold all styles of 2″ x 2″ coin envelopes, plastic holders and cardboard coin mounts. The new box is 9″ long and has a tight sealing cover and identification tag on front. These boxes are designed with knobs on the base that fit into a depression in the top of the box for easy non-toppling storage when stacked on top of each other.

Each box has its own moveable divider to keep envelopes in an upright position when the box is not completely full. The retail price of this box is 90¢.

A FANTASTIC BOOK

For several months now WHITMAN has been promising a book concerning the controversial 1804 dollar. The author's combined work of over ten years of research on this subject is now completed and their finished product is called THE FANTASTIC 1804 DOLLAR.

Eric Newman and Kenneth Bressett have spent countless hours reading, analyzing and evaluating every scrap of information ever published concerning this great collectors' item which has often been called 'the king of American coins.' Throughout the years more has been written about this coin than any other single numismatic item, and yet up to this point it has always been a coin of mystery.

The facts concerning the 1804 dollar are simple enough; no silver dollars with that date were ever made in 1804. The fantastic history connected with this coin concerns the fact that certain dollars dated 1804 were issued by the United States Mint and collectors have paid as high as $29,000 to own one of them.

In this new book the authors show exactly when, why, how and by whom these coins were made. Several other important coins are mentioned to add to the background history and origin of the 1804 dollar. The book, however, is primarily concerned with this single coin. Approximately 50 illustrations clearly show all of the interesting details and clues that led to solving the mystery of this coin. A complete pedigree listing of every known specimen is included giving the names of every owner of each specimen and all pertinent facts about their transactions. A phyiscal description and illustrations of each of the 14 known specimens is also given in this book.

The book has 144 pages printed on high grade paper for the finest reproduction of illustrations, and bound with a sturdy board library cover and attractive silver stamping. The price is $3.50. The story is as intriguing as a mystery, as funny as a comedy, as unbelievable as fiction and destined to become a standard reference source on early minting techniques and methods of numismatic investigation.

VINYL COIN WALLET

Many collectors have felt the need for a convenient and safe way of carrying special coins with them when attending conventions and club meetings. WHITMAN's answer to this is a sturdy, attractive vinyl coin holder called the COIN WALLET.

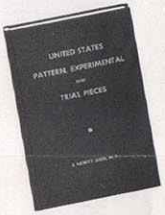
The new coin wallet is constructed of rugged vinyl plastic. It has 24 2″ x 2″ transparent pockets which have been polished for greater clarity, and all of the seams are electronically sealed. The 2″ x 2″ pockets will hold coins up to dollar size and nearly every type of 2″ x 2″ coin holder or envelope. It is tailored to fit an inside coat pocket.

The cover of the new coin wallet is the familiar WHITMAN Blue. Each wallet is packed in its own protective box. The retail price is $1.00.

SECOND EDITION JUDD PATTERN BOOK

A limited printing of the second revised edition of UNITED STATES PATTERN, EXPERIMENTAL AND TRIAL PIECES by J. Hewitt Judd, M. D. has just been released. It was written with the collaboration of Walter H. Breen, Research; and Abe Kosoff, Valuations.

Patterns are coins struck at the mint in response to proposals for coins of different design, denomination, weight or metal. The new book covers not only the regular pattern issues, but also lists experimental pieces, trial pieces, die strikes or die trials, restrikes and pieces de caprice. Some of the issues show various coins that have been proposed to try new metals or alloys; changes in planchets for the purpose of preventing counterfeiting or clipping of the edge of the coin and proposed new denominations.



A study of U.S. pattern coins is interesting not only because many of them are so esthetically pleasing—many of them being more beautiful than any regular U.S. coins, but also because the numismatic history of our country could not be complete without a description of these pieces.

The format of the book is identical to the first edition: 260 sewed pages with board covers and a sturdy library binding. The size, 6¼″ by 9¼″ is very convenient. High quality paper has been used and all of the varieties are illustrated with fine screen halftones printed by the lithographic process for maximum sharpness. The retail price remains at $10.00.

An effort has been made by the authors to obtain all of the information

possible regarding this series. Walter Breen made an extensive search through all of the available mint records in the National Archives in Washington and the Longacre material in the possession of the Library Company of Philadelphia, and Dr. Judd, in his extensive research, made records of all available private and museum collections and of all auction listings since 1845. For the valuations, a careful analysis has been made of all pattern sales since publication of the first edition.

The new book contains many additions, revisions and corrections which make earlier pattern books obsolete. In addition to the Judd numbering system which is now standard, the old corresponding A & W numbers have been included to facilitate identification. A new appendix listing converts all A & W numbers to the Judd numbering system.

PLASTIC COIN HOLDER OUTSTANDING VALUE

The ultimate in protection for a collector's choice coins is an individual plastic holder. The one drawback to this type of coin housing has always been the high price of plastic protection. With the new coin holder due for immediate release from WHITMAN, all of the manufacturing problems have been solved and now collectors will be able to enjoy the benefits of an individual plastic holder at an amazingly low price.

The new WHITMAN plastic coin holder is constructed of molded polystyrene plastic which has been tested and proven to be the most ideal type of plastic for mounting coins. It is chemically inert and will not release any harmful elements to discolor or injure coins. The holder is designed so that when the two halves are snapped together, it forms a double seal around the coin. An inner ring holds the coin firm and seals out all air, while an outer rim forms a second seal for added protection. This combination of rugged polystyrene plastic and a double seal to exclude all air and moisture, gives positive protection which will preserve coins in their original condition indefinitely.

The holders are of a standard 2" x 2" size and may be stored in all standard containers. The price is an amazing 10¢ each for any of the six sizes which will accommodate cents through dollars. Intermediate sizes for foreign coins will also be added to the line in the future.

These plastic coin holders will come packed 25 in a study cardboard container which may be used as a storage box. A strip of 25 pressure sensitive labels will be included. These labels can be used for identifying the coins either on the face of the holder or on the outside edge. The retail price for this entire unit is $2.50

These holders have a frosted background with the coins set off in a crystal-clear window which adds greatly to the attractiveness of the holders as well as emphasizing the beauty of the coins.

HISTORICAL MONEYS IN NEW REFERENCE BOOK

A new title has been added to the popular series of dollar reference books. MONEY TELLS THE STORY, written by Admiral Oscar H. Dodson, U.S. Navy (Retired), presents in narrative form a brief outline of some of the world's most intriguing moneys.

Admiral Dodson is the director of the Money Museum of the National Bank of Detroit. He is a past president of the American Numismatic Association and his numismatic experience coupled with his talent for writing history in a most enjoyable manner, make this book a pleasant journey into the world of history, economics and numismatics.

MONEY TELLS THE STORY is a 64 page book of the same size and format as the other black covered books in the Whitman Coin Reference Series. The coins discussed in this story are based on the outstanding collection of historical moneys in the National Bank of Detroit's Money Museum. Various forms of money are discussed and illustrated with numerous actual size photographs and enlargements. The history of numismatics is traced from the earliest coins issued in the seventh century B.C. up to the present time. Such strange moneys as wampum, shells and stone money from the island of Yap are discussed.

VINYL HOLDERS FOR MEDALS AND BILLS

The WHITMAN 2" x 2" vinyl Coin-Vu envelopes and the 20-pocket vinyl Coin-Sert page have proved to be very popular with collectors. Because of this show of interest, WHITMAN has now expanded this series to include a three-pocket vinyl page for bills, a 12-pocket vinyl page for medals and large size coins and a 2½" x 2½" vinyl Coin-Vu envelope also for these oversize pieces.

The 3-pocket Bill-Sert is made of clear, polished, flexible vinyl and is hole punched for a three ring binder. The custom-made WHITMAN binder No. 9710, is, of course, ideal. Pockets are electronically sealed on three sides and open at the top. All sizes of paper money and standard WHITMAN acetate currency holders will fit neatly into these pages for convenient storage.

The 12-pocket vinyl Coin-Sert, which is known as the 'Big 12,' is identical in size and style to the 20-pocket page. These large size pockets hold oversize coins, medals, tokens and other items that are too large for standard holders. The Big 12 page, of course, is tailor made to fit the WHITMAN three ring binder. Each of these pages will retail for 50¢.

A new vinyl Coin-Vu envelope has also been styled for use with oversize coins. Similar to the 2" x 2" vinyl envelopes, these new holders are 2½" x 2½" and electronically sealed to eliminate seams and give a clear view of the coins or medals. Polished vinyl offers

safe protection and will not crack or discolor. The extra long flaps give added protection. The retail price is 4¢ each and these are packaged in prepacked units of 12 or a bulk pack of 252.

CANADIAN CATALOGUE IN 11TH PRINTING

James Charlton of the Canada Coin Exchange in Toronto is known to collectors throughout the world as one of the leading authorities on Canadian coins. His popular STANDARD CATALOGUE OF CANADIAN COINS, TOKENS AND PAPER MONEY has now been released in its 11th revised edition.

JAMES E. CHARLTON

Charlton, who published the first edition of his catalogue in 1952, has continued to refine and improve his work each year. The new 11th edition contains information that will appeal to all classes of collectors. The entire history of Canadian coinage is listed, illustrated and priced in this catalogue. The earliest coins of the French regime in Canada dated 1670 as well as all of the coins and tokens issued prior to the national coinage of 1858 and the entire Canadian decimal series and national paper money, are listed in this book. Other sections include the money of Newfoundland, New Brunswick and Nova Scotia. Special chapters cover commemorative coins, mint marks, selling a collection, fraternal organizations and the grading of coins.

In this year's edition all of the line drawings which had been used in former years are now replaced with actual photographs which add greatly to the appearance of the book. The new edition retains its same size and appearance—128 pages with hard, soil-resistant cover. The U. S. price stays at $1.00 but due to the recent devaluation of the Canadian dollar, the price will be $1.35 in Canada.

Jim Charlton began his career as a coin collector over 30 years ago. He added to his collection until in 1949 he had sufficient stock to begin a home mail order business. His business increased until in 1956 he opened a downtown Toronto office and in 1958 he purchased a three story building in the center of Toronto which contains his store, office and warehouse.

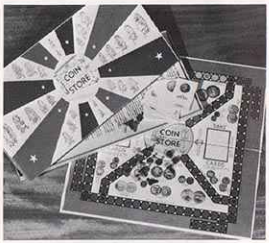
In addition to the Standard Catalogue, Jim has authored many numismatic items including A COIN GUIDE OF PREMIUM PRICES covering Canadian and United States coins and bills, and in spite of his wide scope of business, he still finds time to attend many conventions both in Canada and the United States. He has made numerous television and radio appearances and is a frequent speaker at coin club meetings.

COIN GAME ADDS FUN TO HOBBY

An intriguing family game called COIN STORE has been devised by Mr. Hugh M. Knight, president of the Chicago Coin Club, and since it has been manufactured by Western Printing & Lithographing Company, it will be added to the WHITMAN Coin Supply Line as a special feature item.

This new game consists of a board, moveable figures, coin cards and dice. It is a progressive type game wherein the players move their men along a route of fun and profit to the coin store.

The game may be played by both youngsters and adults and can be both exciting and educational, especially to coin-conscious players. Its attractive multi-colored box and coin theme will make it a natural gift for Christmas and other occasions. The retail price is $3.95.



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Available without charge to all of our dealer friends, to better acquaint them with the Whitman coin supply line and assist them in merchandising our products.

Whitman Coin Supplies are available through jobbers only. They are conveniently located in every trade area.

RETURN REQUESTED